

Message Text

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ACTION IO-14

INFO OCT-01 ISO-00 AF-10 ARA-10 EA-10 EUR-12 NEA-10

CIAE-00 CU-04 INR-07 NSAE-00 AID-05 USIA-06 /089 W

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC 1428

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NESCO

E.O.11652: N/A

TAGS: UNESCO, SOPN, PORG

SUBJECT: MASS COMMUNICATIONS IN UNESCO CONTEXT:

SUMMARY OBSERVATIONS

1. HIGHLIGHTS OF CONSULTATIONS BY DEPT OFF AND DEL OFF WITH UNESCO COMMUNICATIONS DIVISION OFFICIALS DURING FIRST WEEK IN NOVEMBER ARE AS FOLLOWS.

2. INFORMAL SECRETARIAT SOUNDINGS ON DRAFT DECLARATION ON MASS MEDIA PRINCIPLES NEARING CLOSE IN ANTICIPATION OF LATE NOVEMBER DEADLINE FOR PRELIMINARY REPORT. INTERVIEWS ALREADY REALIZED IN ARAB STATES AND WESTERN EUROPE HAVE FOSTERED HOPES AMONG SOME SECRETARIAT OFFICIALS THAT CONSENSUS PRIOR TO GENERAL CONFERENCE (ONE YEAR FROM NOW) MIGHT BE POSSIBLE. CHIEF OF FREE FLOW DIV (KANDIL) APPEARED SOBERED, HOWEVER, BY DEPT OFF'S OBSERVATION THAT REVISED TEXT STILL EVOKES NEGATIVE AND ANTAGONISTIC REACTION IN US MEDIA CIRCLES.

2. TACIT ASSUMPTION PREVAILS WITHIN UNESCO SECRETARIAT

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AND AMONG MOST THIRD WORLD MEMBERS THAT US AND OTHER WESTERN COUNTRIES SHARE COMMITMENT TO AID LDC'S IN IMPROVING COMMUNICATION CAPACITIES AS QUID PRO QUO FOR POSTPONING (DELAYING) ACTION ON MASS MEDIA PRINCIPLES DECLARATION. IN FULFILLMENT OF COMMITMENT, IT WILL BE DIFFICULT TO SEGREGATE POLITICALLY VOLATILE MASS MEDIA ISSUES (E.G. NEW WORLD ORDER FOR INFORMATION AND FREE

FLOW) FROM DEVELOPMENT-RELATED APPLICATIONS OF MASS COMMUNICATION.

3. CONSULTATIONS HAVE INDICATED FURTHERMORE THAT FULFILLING COMMITMENT (PARA 2) BY INDUSTRIAL DEMOCRACIES HAS BEEN COMPLICATED BY FACT THAT FEW SIGNIFICANT REQUESTS FOR ASSISTANCE ARE RECEIVED BY UNESCO OR PROSPECTIVE DONOR COUNTRIES. UNESCO OFFICIALS ACKNOWLEDGE THIS TO BE A PROBLEM AND APPEAR EARNESTLY (THOUGH SO FAR INEFFECTUALLY) TRYING TO COME TO GRIPS WITH IT. THEY SPEAK, SO FAR IN UNSPECIFIC TERMS, OF MOBILIZING CONSULTANT TEAMS OF COMMUNICATIONS SPECIALISTS FOR ADVISORY SERVICES TO LDC'S IN PLANNING OVERALL COMMUNICATIONS NEEDS ASSESSMENT AND DRAFTING CONCRETE PROPOSALS FOR ASSISTANCE. UNESCO SECRETARIAT OFFICIALS, WHO ALSO FEEL PRESSED TO SHOW RESULTS IN MAKING COMMUNICATION DEVELOPMENT ASSISTANCE AVAILABLE TO LDC'S, MAY MOVE SWIFTLY IN THIS SECTOR AND MAY SEEK USG MATERIAL SUPPORT FOR SUCH EN EFFORT.

4. SECRETARIAT OFFICERS ARE AWARE OF USG (AID) DISPOSITION TO ASSIST IN LDC COMMUNICATION DEVELOPMENT, EITHER BILATERALLY OR IN MULTILATERAL AGREEMENT. SUCH "COMBINATION" ARRANGEMENTS IN COMMUNICATION SPHERE ARE USUALLY PUT TOGETHER IN ABSENCE OF STANDARD PROGRAM MODELS. THUS, WE ALL AGREED THAT JOINT CONSULTATIONS TO LIMITED OFFICIAL USE

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ESTABLISH APPROPRIATE POLICY GUIDELINES WOULD BE CALLED FOR HERE. PRESENTLY, UNESCO RESPONDS TO REQUESTS FOR ASSISTANCE BY (1) TOSSING THE BALL TO A WILLING DONOR ENTITY; (2) ALLOCATING ITS OWN UNSUBSTANTIAL PROGRAM FUNDS; (3) REQUESTING UNDP FINANCING (UNESCO EXECUTION); (4) USING EXTRA-BUDGETARY TRUST FUND DONATIONS FROM DONOR COUNTRIES OR NGO'S; (5) A COMBINATION OF ANY OF THE ABOVE.

5. IN NORTH-SOUTH CONTEXT, UNESCO IS NOT INVOLVED TO ANY SIGNIFICANT DEGREE WITH ADVANCING COMMUNICATION INFRASTRUCTURE AS A DISCREET DEVELOPMENT SECTOR; RATHER, IT LOOKS A COMMUNICATION AS BASIC AND ESSENTIAL COMPONENT OF ANY DEVELOPMENT PROJECT OR EFFORT. ALTHOUGH IT HAS SUBSTANTIAL CONCEPTUAL AFFINITY WITH UNDP IN THIS REGARD, PAST DISCORD, SOME OF IT PERSONAL, OFTEN MAKES COLLABORATION DIFFICULT.

6. UNESCO OFFICIALS EMPHASIZED IMPORTANCE OF STRENGTHENING CENTERS OF COMMUNICATION TRAINING, RESEARCH AND RESEARCH IN DEVELOPING COUNTRIES AND

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EXPRESSED SATISFACTION THAT DEPT ENTERTAINING PROPOSALS
FOR ASSISTING THEM THROUGH U.S. UNIVERSITIES.

7. UNESCO OFFICIALS ARE AWARE OF ACTIVITIES OF WORLD
PRESS FREEDOM COMMITTEE, CHIEFLY THROUGH BRIEFING BY
LEONARD MARKS IN SEPTEMBER. DEPT OFF PROVIDED UPDATE OF
COMMITTEE'S ACTIVITIES, INCLUDING INITIAL DISBURSEMENTS
OF \$51,000 FOR PROJECTS BENEFITING LDC JOURNALISM
TRAINING AND AIMING TO IMPROVE MUTUAL UNDERSTANDING
BETWEEN THIRD WORLD AND WESTERN MEDIA MANAGERS. RANKING
SECRETARIAT OFFICIAL IN UNESCO COMMUNICATION SECTOR
(NAVAUX) WAS VERY PLEASED WITH THIS "PROGRESS" REPORT.

8. SECRETARIAT OFFICIALS ARE OUTWARDLY HOPEFUL OF GREAT
THINGS FROM INTERNATIONAL COMMISSION FOR STUDY OF
COMMUNICATION PROBLEMS (ICSCP), WHICH WILL MEET DEC 14 -
16. COMMON BELIEF AMONG UNESCO OFFICIALS IS THAT THE
ICSCP COULD BE UNESCO'S MOST SIGNIFICANT SINGLE
UNDERTAKINGS EVER. GIVEN COMPLEXITIES AND ENORMITY OF
COMMUNICATIONS ISSUES, THIS ATTITUDE WOULD APPEAR
SOMEWHAT EUPHORIC AND WE MORE CONFIDENT IN
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ASSESSMENT OF COMMISSION'S LONG TERM EFFECT BY ITS
EXECUTIVE SECRETARY, ANSER DELEON. HE RECENTLY QUIPPED
THAT THE WORLD DOES NOT ACT ACCORDING TO REPORTS.
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Message Attributes

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Status: NATIVE
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